

**Fitness Committee  
Minutes  
January 16, 2019  
5:00 PM**

The Fitness Committee held a public meeting on January 16, 2019, beginning at 5:17 p.m. at the following location.

Maryland Department of Health  
201 West Preston Street, Room L4  
Baltimore Maryland 21201

**Members Present**

Aruna Nathan  
Mychelle Farmer  
Liz Woodward  
Jennifer Eastmen  
Suzanne Stringer (phone)  
Julie Maneen  
Johnel Metcalf

**Members Not Present**

Namisa Kramer  
Joanne Roberts

**Maryland Department of Health Staff Present**

Nacole Smith

**Guests Present**

Cameron Pollock - DoA

Co-Chair, Aruna Nathan, called the Fitness Committee meeting to order at 5:17 p.m.

**1. Roll Call/Introductions**

Roll call was taken and it was determined that a quorum of the Fitness Committee was present.

**2. Approve minutes from October 17, 2018 meeting**

Co-Chair, Aruna Nathan, asked if there were any changes to the draft minutes from the October 17, 2018 meeting. Meeting minutes were approved.

**3. Review action plan goals and plan for implementation of activities**

Committee members discussed proposed objectives and strategies to meet the Fitness Committee's goal to "Increase awareness of inclusive and affordable physical activity opportunities in Maryland."

- Do we need permission from MDH to move the campaign forward?
- Maybe we can develop our own hashtags and promote them from our own personal accounts?
- Can we set up our own twitter account?
- It would be a good idea to have a small billboard or poster about being physically active (ex., bus billboard).
- Funding for the committee. Do we have any?
- MDOT may have funds for agencies to advertise on buses or transportation sources. Jennifer will find out more information about this and brief everyone in Feb.
- Use #HowIWalk campaign for those who can not physically walk.
- Canva.com – Liz set up a gmail account – FREE resource to create flyers, hashtags, posters, etc.
- Raise awareness of functional exercises (ex., standing up and sitting down).
- Will the lay person understand what 150min means?
- 4 key messages: 1) 150min a week, 2) benefits of functional exercise, 3) break up 150min a week in any way you want, and 4) use path of least resistance, which is walking. Keep the messaging simple, encouraging and happy.
- Create social media campaign and send to Nacole for processing to MDH Communications Department.
- Talk with some of the local schools and promote the campaign for the students.
- We will need about 10 hashtags and they can be created through Canva.
- We should create a shared google docs and everyone can work on finalizing the hashtags and how we disseminate them. Jennifer will initiate this process.
- We will need to find some images to use with the social media campaign.
- Open Source allows users to access stock photos for free.
- There should be a post describing what 150 means and then the hashtag with a pic of MD.
- Will try to get hashtags and social media campaign approved by April 17<sup>th</sup>.
- The committee will need to have a brief conference call before Feb 18<sup>th</sup> to talk about logistics.
- What needs to happen for Liz to phase out of the committee and bring someone else on?
- Where else can we take this campaign? What other channels can we use to disseminate this message?
- Maybe we can partner with leaders of small and big companies and have them endorse this campaign?

- We need to be the leaders of our endeavors

#### **4. Next Steps:**

- Nacole will get more information about the following:
  - Setting up twitter account on behalf of the committee
  - Transition process for committee members
- Jennifer will get more information about the following:
  - MDOT advertising opportunities
  - Setting up the shared google doc
- All committee members will:
  - Create 2-3 hashtags for the social media campaign by Feb.
  - Determine date in Feb. to have brief conference call

#### **5. Adjournment**

The meeting was adjourned at 6:05 p.m.